



SMOKE-FREE
THE CONSUMER ADVOCATES FOR SMOKE-FREE ALTERNATIVES ASSOCIATION

CASAA Testimony Public Hearing

Dissolvable Tobacco Products-II

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Dissolvables: Effects on Public Health

Elaine D. Keller, MEd, President



Deadly Fish

Red herrings discourage switch to smoke-free alternatives

- Gateway effect
- Dual use
- High poison risk



Smokeless = Escape from Smoking

	% Smoking	% Snus	% Use Tobacco
Sweden – Men 1981	34	13	47
Sweden – Men 2007	12	19	31
Change	-22	+6	-16 
Sweden – Women 1981	27	0.3	27
Sweden – Women 2007	16	4	20
Change	-11	+3.7	-7 

End Smoking NZ, Snuffing linked with lower overall cancer rates than smoking at the main sites of tobacco use.
<http://www.smokeless.org.nz/tobaccocancers.htm>

World Health Organization. 2008. Tobacco Control Database. Latest available figures: March 2008.
<http://data.euro.who.int/Default.aspx?TabID=2444> National statistic authorities

Dual Use \neq Harm Escalation

- No unique health risks
- Health risks may be lower
- Dual users smoke fewer cigarettes
- More likely to stop smoking
- Many quitters go through a period of dual use

Spangler JG, Michielutte R, Bell RA, Knick S, Dignan MB, Summerson JH. Dual Tobacco use among Native American adults in southeastern North Carolina. *Prev Med.* 2001 Jun;32(6):521-8.

Frost-Pineda K, Appleton S, Fisher M, Fox K, Gaworski CL. Does dual use jeopardize the potential role of smokeless tobacco in harm reduction? *Nicotine Tob Res.* 2010 Nov;12(11):1055-67. Epub 2010 Sep 16.

Poisoning Fatalities < age 6

Product	Exposures	Fatalities
Total Tobacco	20,158	0
Cigarettes	14,668	0
Chewing Tobacco	2,069	0
Dissolvable	1	0

Bronstein AC, Spyker DA, Cantilena LR Jr, et al. 2006 Annual Report of the American Association of Poison Control Centers' National Poison Data System (NPDS). Clinical Toxicology (2007) 45, 815–917.

Bronstein AC, Spyker DA, Cantilena LR Jr, et al. 2007 Annual Report of the American Association of Poison Control Centers' National Poison Data System (NPDS): 25th Annual Report. Clin Toxicol (Phila). 2008;46(10):927–1057.

Bronstein AC, Spyker DA, Cantilena LR Jr, et al. 2008 Annual Report of the American Association of Poison Control Centers' National Poison Data System (NPDS): 26th Annual Report. Clinical Toxicology (2009) 47, 911–1084.

Appleton S. Regul Toxicol Pharmacol. Frequency and outcomes of accidental ingestion of tobacco products in young children. 2011 Nov;61(2):210-4. Epub 2011 Jul 29.

DANGER: Stop calling them “candy”

What's the difference

between this?



- 4 mg nicotine
- 27 in box
- Loose
- \$39.99 / 81

and this?



- 4 mg nicotine
- 20 in box
- Individually sealed
- \$3.65 / 20

Effect on Smokers & Non-Users

- If all smokers switched to 95% less hazardous alternative
 - 49,400 SHS deaths eliminated
 - 373,200 smoking-related deaths eliminated
- All 267,094,000 non-smokers start to use
 - + 116,026 additional deaths
- Net gain to public health
 - = 306,574 fewer annual deaths

Steps to Improve Smoking Cessation Success Rates

- Educate public about nicotine safety
- Warning labels should be factual
- This product is known to be less hazardous than smoking
- Promote health benefits of switching
- Focus on saving lives

Regulatory Best Practice

“We should have no more regulation than the health, safety and security of the American people require.”

President Barak Obama

September 8, 2011

“Indeed, it has been predicted that even with the most intensive application of the most effective programs for abstinence and cessation, at least 10 percent to 15 percent of adults in the United States would continue to smoke.” -- IOM Report, “Clearing the Smoke”